# NEWS

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*The village smithy of* HENRY FORD'S *Greenfield Village presents a charming picture of a day when the horse was King. The well-groomed dobbins of Greenfield Village, used in transporting tourists from one interesting exhibit to another, are the beneficiaries of this blacksmith's skill in fashioning and fitting horse shoes. This high-spot of the historical conception of Greenfield is truly significant and authentic.* (*See Page* 10).

Vol. 9 • UNDERWOOD ELLIOTT FISHER COMPANY • No 1.

NEWS

Vol. 9 No. 1

*Family Magazine of the Underwood Elliott Fisher Company, Published at One Park Avenue, New York, N. Y.*

Andrew Cerruti . . . . *Editor*

## Forward!

Arm in arm, down the corridor of time we march, carrying the thread of life and opportunity to another generation.

Somewhat after the fashion of the mythical Janus, we look backward and forward in the same moment—backward to the joys or sorrows of our experience; forward to verdant, freshened fields of opportunity flanking our course on the road ahead.

Arm in arm we march—to enter a New Year unfolding its many brilliant jewels of hope. We feel the impulse to make this New Year, 1941, the best of our careers, or at least better than those which left no garlands of achievement.

Forward! With hopes high and a song in our hearts, we can well afford the thrills of seeing our ambitions drawing closer to fulfillment—with a rough stretch of the road in our journey behind us, the road that brought us to where we are—and what we are.

Forward! To the royal and satisfying joy of achievement, in the year of all years, the year that is ours—*our year*—1941.

Forward! With faith in ourselves, faith in our organization, faith in our products and service, faith in our determination to meet both opportunities . . . and disappointments.

Forward, men, to the cherished dreams and lofty ambitions that move all the brave and true of heart.

And may the New Year be kind to you . . . and generous . . . and exacting to the point of strengthening each and every one of you with the supreme quality which stiffens the ranks of a conquering battalion . . . initiative.

Forward in '41 . . . to new friends and old, to new opportunities and old, to new and bigger objectives, to a new sense of the importance of your roles in the ever interesting Romance of Business.

One-for-all, all-for-one, on the road ahead. It is your road and my road—the way to greater endeavor . . . Forward in '41!

## Prayer for Peace

In the December issue of UEF News, President Wagoner expressed sincere wishes "that 1941 may bring world-wide peace and happiness to all." In this earnest expression of his holiday greeting he sounded the depths of millions of souls, in their universal prayer for peace. People of all colors and creeds hopefully look forward to a peace founded on justice.

Armies move, in massed formation, to destroy the people, property and principles of neighboring nations; and other armies are assembled to combat the aggressor. Offense and defense crush and destroy all that men hold sacred. The mantle of war spreads like a holocaust, transforming the scene of love and happiness into infernos devouring all that once was the pride and joy of peace-loving man.

When roaring planes spill their wrath of death and destruction upon the home-sites, the schools, churches and workshops, the bewilderment of it all provokes a prayer for Peace.

Peace, with honor, is the crying need of the world, today. Though it may be, and very probably is possible to achieve and insure peace with armaments so formidable as to thwart the ambitions of the most ruthless aggressor, we must search for peace along a road that leads men back to thoughts which inspire respect and confidence between men, between peoples, between individuals . . . we must go back to the individual, back to the people, back to the fundamental precepts of liberty and freedom of opportunity—back to governments of people as against governed peoples. War and misery follow the dictators, because no individual or small group of individuals can interpret the destiny of millions of people—without firing squads to suppress the still small voice of patriotism when it is raised against the thraldom of slavery.

Peace . . . peace of mind is one of the greatest blessings that can fall upon man. Peace . . . peace of spirit is the finest blessing that can be bestowed upon a nation. Between the individual and the nation is a bond of allegiance that will survive only as long as the government serves the people . . . in war, or in peace.

President Wagoner, symbolizing American leadership, expressed what was nearest to the hearts of men; and a nation of 130,000,000 Americans feverishly prepare to speed the day!

## 1941 Resolutions

- Tell more people more things about UEF Machines, Supplies and Service.
- Know our products completely, and why they are best.
- Meet competition squarely, and win out by knowing more than the other fellow.
- Cooperate with our associates more than ever before.
- Remember, that although we know our products are best, our prospects won't know unless we tell them.
- Feel important, because you are the Underwood Elliott Fisher Company to all the people with whom you come in contact.
- Double our calls, double our trials, double our demonstrations—and our personal sales.

## The Next Objective

THE 1940 Reward of Merit Contest brought forth a splendid reflection of what CAN be accomplished when Faith, Determination and Ingenuity are brought into play, on a wide front. The next issue of the UEF News will contain a detailed report of the results, with a listing of the names of those who won their chevrons, president's checks and standing as All Stars. My congratulations to them—and my sincere thanks.

We now face the NEXT objective—with the glory of victory hovering above our standard—Our Own 1941 Preparedness Program. In January we speed into action and begin the fight against time in Speeding Up Industry by speeding up the office work—the writing, figuring and calculation of all divisions of industry. (*See Page* 8).

I am counting on every man in the field to support his Captain 100%, so that we may reach the next objective with colors flying, every man "Prepared" . . . and qualified to take his place among the leaders in the 1941 Preparedness Program.

W. F. ARNOLD

## A Boy and a Dog

It was Christmas morning, with a blaze of sun sweeping the countryside, the mildest of any Christmas I can remember. As the scribe assailed his ablutions the thermometer outside the bathroom window registered sixty-two. What a glorious day in which to celebrate the most glorious anniversary!

As I opened the blinds to get my first glimpse of the new day, my eyes fell upon a picture of peace—and joy. Directly opposite my window a winding concrete road threaded its way in a graceful and peaceful ribbon, to infinity, it seemed, to lose itself in a stand of tall trees capped with a cloud-bedecked sky of gorgeous blue and white.

There, in the centre of the road, the only sign of life appeared to intrude upon the lovely early morning picture —a boy of about six with a frisking Airedale puppy. A brilliant red ribbon fashioned in an all too pretentious bow on the puppy's collar, lent emphasis to the thought that the pup, lanky legs and all, found his way into the heart of the boy as a Christmas present.

The boy and his new-found pal both reflected joy and happiness as they came romping along the road toward my window—joy of a kind which only he who was once a boy and who once loved a dog could only appraise. For a moment my interest was completely absorbed with a peculiar thought, as I happily studied the boy and the dog. The thought was this: Would the picture before me be as joyous if the road and trees were covered with a mantle of snow; and the cold, rigorous, white Christmas such as I knew as a boy was registering zero or below on my thermometer?

The answer seemed to provide itself, instantly, conjuring a different mind's-eye picture. Yes, the boy would perhaps be just as happy (and so too would the pup) for they could romp, slip and slide along the road, as friendly boys and puppies do, oblivious to the world about them, unmindful of the snow, ice or cold. Boys and puppies have a genious for accepting things as they find them and getting the most out of each experience.

Perhaps the boy, for weeks before Christmas, besought the great Santa for a bob-sled among the things dear to the heart of a lad of six. Again, perhaps, he might have offered supplications for the very blessing that came into his life, adorned with a great big red bow—the ungainly pup.

Whatever might have been in the little man's mind and prayers, before Christmas, here he was, on Christmas morning, a beautiful Christmas morning, glorifying the happy day as a living model of happiness—a radiating happiness which cast a beam of its substance to me, at my bath-room window, and, in turn, spread its power and influence to every soul who reads this contribution to the UEF News.

What a marvelous blessing to be able to adapt oneself to the day-to-day picture, with the faith of this little boy —and his romping pup!—whether the cause of one's joy be a bob-sled or a dog, or whatever the cause of our occasional spasms of sorrow. To be able to accept life's diversities and glorify the day by making the most of them is an art which only the pure of heart can practice—as little children. To be able to adapt oneself to life's ever-changing day-to-day picture is indeed to follow the winding road that leads to infinity, beyond the stand of tall trees in the distance, beyond the glorious cloud-bedecked sky—to the joys and happiness so dear to our hearts, which all of us seek and few, comparatively few, really find.

## The New Year and Trade-Ins

THE age and serial numbers of typewriters, figuring machines, or accounting machines, govern their trade-in values—the allowance which can be made against the purchase of new equipment. It is well to drive home this point, in all sales activity, in the early weeks of the New Year.

Naturally, worth-while reductions in many trade-in allowances, will automatically be in force; as the weeks roll along thousands of machines now in use will be affected. In many instances trade-in allowances, on typewriters, will drop as much as $10.00. This should be of serious concern to every salesman and to every prospective purchaser, especially those now contemplating the modernization of their office equipment.

The great advantage of trading-in the old equipment before the values are seriously impaired cannot be stressed too strongly, especially in instances where the age and serial numbers are known and provide an excellent talking point for the salesman. It is a splendid way of showing each trade-in prospect worth-while personal service. . . a sensible approach to his order.

Check the trade-ins of your prospects—and the allowances. Then get busy and show them the trade-in savings, NOW!

# It Costs

Some of the best things in life cost nothing but the effort and wisdom to appreciate and enjoy them. Unfortunately it seems, the vast majority of people appraise these "best things" as of little or no value in their everyday lives, simply because they measure all values in terms of what they cost.

It is not uncommon to find truly capable men and women well trained, educated, and resourceful—thoroughly capable in their chosen work—grumbling eternally because others with inferior technical and educational qualifications rise to higher positions and better standards of living, with apparently less effort. A little self-analysis and a casual study of "the other fellow's" attitude toward his job and toward the people with whom he comes in contact would very probably reveal the reasons, if one is eager to discover them.

In the service of the government, in the service of the large bank or corporation, in the service of the small merchants, the housewives, the trades people and professional people, there is no attribute quite as compelling, certainly with no greater impression value, than the unfailing influence of COURTESY. It is universally expected and graciously recognized, everywhere, and under every conceivable circumstance. *And it costs nothing!*

Many of the foremost corporations, long recognizing the intrinsic value of courteous service and courteous correspondence, as good-will and business builders, have gone to great trouble in encouraging and developing the courteous and friendly attitude, especially in their sales and service contacts with customers.

Other concerns, equally aware of the unfailing rewards of a courteous attitude, follow the policy of reflecting a courteous and considerate appeal in their sales promotion and advertising. In fact it is the basic theme of a wide variety of advertising—because people are attracted to firms and places where they are sure to receive better than common-place, run-of-the-mill consideration and attention—a form of Dollar Diplomacy that pays big returns.

What is good for the large corporation, railroad, bank or other business

The considerate and courteous man is the one who makes lasting friends for himself and for his organization. The fine art of radiating pleasure and joy in contacting people is worth cultivating and using.

# Nothing

enterprise is good also for the individual—regardless of the trade or profession in which he or she is engaged.

The New York Telephone Company opened the floodgates of courtesy when they launched, and continued to expand the influence *and truth* of the pithy slogan: "The voice with the smile wins!" No master mind is needed to interpret the significance of this simple phrase or slogan—nor the wisdom of its philosophy.

Gentleness or sweetness of character is rarely ever wasted, even in the most mundane business transactions. Patience and courtesy, in every form of communication, is the finishing touch to character.

If courtesy "works" on the telephone, how much more convincing in face-to-face contact with prospects, customers and business associates, where the "smile" can be a part of every statement, every action, every thought and deed? . . . and how much more successful will be the individual who trains himself, or herself to approach every contact with courteous respect for "the other fellow." The habit can be quickly acquired and constantly applied; it can readily prove the finishing touch, the spark of character that brings life and glory to even our most commonplace, every-day routine work or service.

It is easy to be a grouch, a sourpuss—but the cost is really incalculable. It is easier to adopt and apply the "creed of courtesy"—*and it costs nothing!*

Disappointment, sorrow and sometimes tragedy follows a lack of friendly, courteous consideration. It is often the deciding factor in business relations. No salesman's "kit," however impressive, is complete without the finishing touch that glorifies his personal efforts—the satisfying and unfailing beatitude of the successful salesman—courtesy.

In the retail shops, in the factories, in the business offices, in the cantonments, in the counting houses, in the mines, mills and draughting rooms—wherever people meet—wherever man must work out his destiny—for the humblest clerk or the most exalted executive, there is one universal LAW of human relationship, one prerequisite in the Law of Compensation—a steppingstone to success—simple and effectual.

It develops the RIGHT attitude of mind, deportment and approach—for the salesman—for anybody! *And it costs nothing!*

# Times Square

## Where Bond Clothes Presents New Styles and Values at the World's Busiest Crossroads—Completely Modernized

Ever changing New York had another conspicuous alteration on its most famous thoroughfare when the new Bond Clothing Store, the largest men's clothing store in the world, opened on December 4th, at the corner of Broadway and 45th Street. Known as the cornerstone of Times Square, this site was formerly occupied by the fabulous theatre-restaurant, the International Casino, and before that served as theatre space for the elaborate stage and screen productions presented by Oscar Hammerstein, Florenz Ziegfeld, William Fox and other renowned impresarios.

This is the sixtieth store in the Bond Chain and ever since its opening it has been attracting large crowds, anxious to see the last thing in glamorous store interiors.

With a building alteration cost exceeding $800,000, this new store is one full block in length, occupies sixty thousand square feet of selling space, includes ten stores within a store, and has 26,000 men's suits and overcoats on display at all times. It retains the celebrated International Casino escalator and this is complimented by a circular elevator operating in a cylindrical shaft and a flying staircase built along the lines of the flying buttresses of Gothic cathedrals. This staircase is constructed of marble, bronze and granite from Finland, is illuminated by concealed fluorescent lights, and one single suspension is over fifty feet in length.

Although the building has no windows and but occasional wall space of glass brick, electrical illumination has been so arranged that the effect of daylight is maintained at all times. For display purposes, clusters and batteries of lights similar to those of the modern stage are arranged to highlight any spot desired in the entire store. Unique loudspeaker systems have been installed which operate from any position in the building without the use of visible microphones and which are used to page customers and employees.

More than three hundred employees work in the new store, one hundred and fifty of them top salesmen. One hundred and ten tailors handle alterations in a miniature factory on the top floor, and this section could be utilized to turn out some one thousand suits a week. The "stores within a store" include a shop for average-sized men, one for six-foot-tall men, one for college lads, one for formal wear, one for special suit styles, one for overcoats, one for hats, and one for neckties, shirts, jewelry and other accessories.

Although (*continued on page* 15)

*The sixtieth store in the* Bond Chain *at Broadway and 45th Street, New York. Behind the scenes in the strictly modern style centre a new Electric Keyboard Elliott Fisher Accounting Machine is in use on the store's Accounts Payable. Throughout the country this progressive chain store organization uses approximately 160 adding, computing and bookkeeping machines. They are great boosters for Underwood Elliott Fisher equipment . . . . . and UEF Service*

# Your Literature in Action!

## 1—The Literature

## 2—The Inquiry

Oct. 10, 1940

Underwood Elliott Fisher Co.
One Park Avenue, City
Attention Mr. C. H. Rice,

Dear Sir:

We are interested in your new Sundstrand adding and figuring machine, and we would like to see one of them. Please get in touch with the writer, giving us all information.

Your very truly
P. & F. Corbin Division
American Hardware Corp. of New York
C. McKenna, *Manager*

## 3—Invitation to Call

Nov. 22, 1940

Underwood Elliott Fisher Co.
One Park Avenue, City
Attention Mr. C. H. Rice,

Dear Sir:

Will you please call at this office and see the writer at your early convenience.

Yours very truly
P. & F. Corbin Division
American Hardware Corp. of New York
C. McKenna, *Manager*

## 4—The Order

Nov. 26, 1940

Underwood Elliott Fisher Co.
One Park Avenue, City
Attention Mr. C. H. Rice,

Dear Sir:

It will no doubt interest you to know that your advertisement S-1239-10-39 which reached us in our regular mail, was instrumental in our purchasing one of the Underwood Sundstrands.

It is difficult for most concerns to trace sales, but we think the above mentioned ad is very attractive, which brought it to the writer's attention.

Yours very truly
P. & F. Corbin Division
American Hardware Corp. of New York
C. McKenna, *Manager*

The pithy letters herewith reflect an interesting, frequent development, in the day-to-day experience of advertising men and salesmen.

It is such sales development—the collective influence of advertising and salesmanship—that accentuates the importance of coordinating the advertising and selling activities. The point is also emphasized that one is almost always dependent upon the other.

In this instance the transaction opens with the mailing of a piece of literature to a selected prospect; it closes with unsolicited praise from the new customer for the literature which aroused his interest and action. There was no protracted preliminary or missionary work, no calling and recalling by the salesman—simply a request for detailed information on a Class A Sundstrand, which was followed up promptly and competently by the salesman, C. H. Rice of the New York Office.

This brings us to the realization of the importance of advertising contact—literature at work—and the wisdom of utilizing the dramatic presentation of the salient features, as reflected in the literature, in all sales approaches.

If every salesman could appreciate the thought, effort and expense involved in writing, planning and producing the average piece of advertising literature—the specialized training and skill necessary—there would be a broader and more exacting study of each piece of literature, by the salesman, and a more deliberate and scientific use of these sales aids on the firing line.

Too many salesmen fail to appreciate the VALUE and HELP of the advertising literature prepared for their use, primarily because they will not read and study the features of the literature from not only the viewpoint of the salesman, but, more important, from the viewpoint of the prospective buyer of the equipment. If the salesman fails in his comprehension of the salient features of a mailing piece, or sales kit folder, how can he expect to transmit a thorough appreciation of the selling points to his prospects?

In striking the attention of prospective buyers, in creating interest and provoking inquiry reaction a piece of advertising literature is doing practically all it (*Continued on page* 15)

# Prepare! Prepare!

Industry is tuning up to the greatest production program the country has ever known. The new year will mark a period of tremendous national expansion.

Already billions of dollars are stimulating the high speed construction or expansion of plants, throughout the country. The year 1941 presents a glorious opportunity to American Industry to launch the long expected mass movement on replacement of obsolete machinery and appliances.

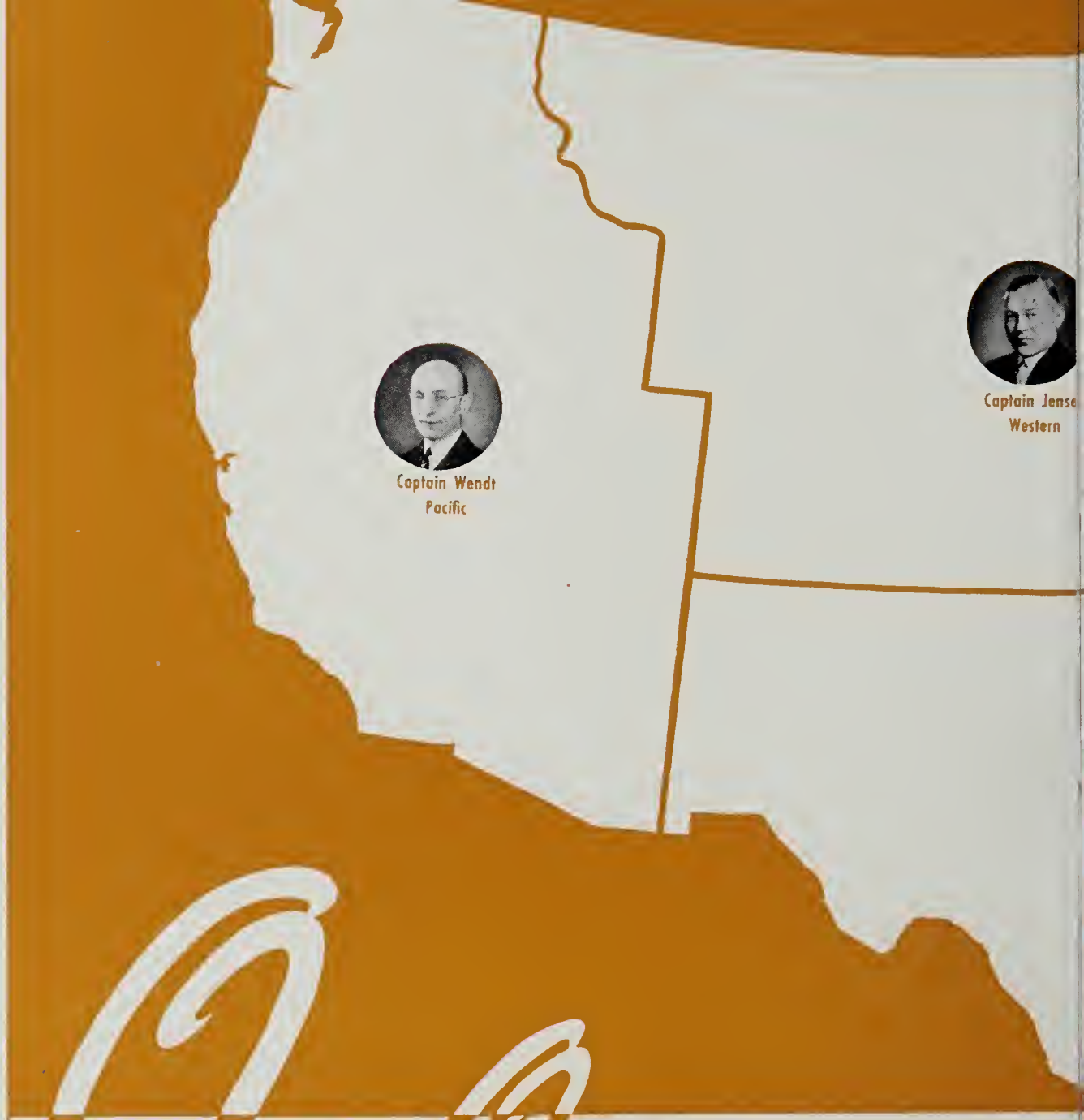
Perhaps no phase of business operation is more susceptible to modernization and replacement than office equipment. Countless typewriters, adding and figuring machines, accounting machines and other units of office equipment are speedily headed for the discard—machines that were "good enough" last month or last year, but which today are definite handicaps to speedy production and profitable operation.

This is *our golden opportunity*—and every man on the firing line should seize it, with the satisfaction that he is able to offer industry not only a wide variety of models in office equipment, but what is of even greater importance, the finest equipment and most efficient office machines ever produced—machines that out-rank and out-perform the competition so completely as to stand out as the PREFERRED equipment with thousands of the country's leading industrial, commercial and financial enterprises.

As recently announced to the entire field force, 1941 provides but 2080 working hours—every one of them can be made Golden Hours—hours of great activity, hours of new and bigger opportunity, hours that will spell the turning point to new and bigger achievement for many of our men in the field.

If we all take advantage of our opportunities during this eventful year, we can certainly look for a bumper crop of All Stars when the year-long sales results are tabulated.

But wishful thinking won't be worth any more than an empty-handed promise. The competition is "out there," sniping away. The trick is to put over *two* selling points to their every one, with plenty of head-work and leg-work.




## Our Chon 1941 PI

Speed the Business of the United States

Rearm Your Prospects and Customers

Prepare for Better Demonstrations

Carefully Analyze Your Territory

Trade in the Obsolete Equipment

Prepare YOUR Pros
With the Finest Ma

- for Better and Spe
- for Faster and Mo
- for Rapid, Low Co
- for High Speed M
- for Unsurpassed, H

We Can and WILL Spe
Industry . . . with Better

## Speeds the Wo

# REPAREDNESS PROGRAM

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t, Accurate Computations
ltiple-Record Production
igh Speed Accounting

d Up the Office Work of
Equipment and Methods

Bring Your Literature Portfolio Up-to-Date

Pick Out the Busy Plants—and Get Busy

Be Prepared for Every Emergency

Combat Competition With Demonstrations

Push the Whole Line —not a Part of It!

## The Governing Rules

1. Each district will have a separate contest between branches. The New York Typewriter Division, New York Accounting & Adding Machine Division and the Newark Accounting & Adding Machine Branch will compete with branches in the Eastern District.

2. The branch scoring the highest number of points in each district in the month of January will be judged the winner.

3. Typewriter (including Portables sold at wholesale) Sales Billed, Accounting Machine and Adding Machine Orders received, will be the basis of scoring points for machine sales. Each one percent of machine sales quota produced will give the branch one point or fraction thereof. All billing papers for typewriters and all orders for accounting and adding machines must reach New York on or before January 31. The No. 4003 Report will determine the percentage of sales quota produced, and the Company's figures as shown on this report will be final.

4. Ten additional points will be credited to branches if the total Supply Sales as shown by the No. 4003 Report of January 1941 exceeds the total Supply Sales in January 1940.

5. Ten additional points will be credited to branches whose Net Service Income on Report No. 905 in January 1941 exceeds the Net Service Income secured in January 1940.

• • •

District Managers, Branch Managers and their assistants will, as always, help you to organize and carry out this program. The Home Office is likewise anxious to help you in every way possible.

The records you establish, without a doubt will contribute to the cause of celebration; therefore, as previously announced, February 28 is designated Celebration Day for the winning branch in every district qualifying in the January Preparedness Program. The celebration will consist of a grand dinner, attended by office employees, service men, sales agents, the Branch Manager and his assistants, the District Manager and a member of the Home Office General Sales Department.

*rlds' Business*

*Stephen Foster's Home—as reconstructed by* HENRY FORD *in Greenfield Village, Dearborn, Michigan—the birthplace of the writer of long-loved American ballads. The house was moved from Lawrenceville, Pennsylvania. It now serves as a sewing center for girls enrolled in the village schools, and is one of the many historical structures assembled and reconstructed in Greenfield.*

*In duplicate, Independence Hall raises its tower in Greenfield Village—the entrance to an eight-acre exhibition hall of the Museum of the Edison Institute.*

# Henry Ford's Bou

GATHERED FROM FIELDS AFAR, THE BEAUTIFUL AND INSPIRING ASSEMBLAGE OF INVENTIVE, ARCHITECTURAL AND HISTORIC REMEMBRANCES COMPRISE MORE THAN A LOVELY DREAM • WE TAKE YOU FOR A GLIMPSE INTO THE LIVING SPIRIT OF THE PAST, TO THE TRANQUIL PEACE OF GREENFIELD VILLAGE, AT DEARBORN

A short dozen years ago, on September 27, 1928, the world's greatest inventor attended the dedication of the first of the buildings his friend, HENRY FORD, was raising to his honor, in Dearborn.

This episode was re-enacted, with startling reality, in the recent new picture *"Edison, the Man."* Since the original dedication scores of additional structures have been planned, assembled and erected, and today Greenfield Village stands a "200-acre textbook in American History."

Without a counterpart, anywhere, Greenfield Village has attracted millions of people who journeyed to this shrine to American creative ingenuity, which HENRY FORD evolved to honor THOMAS A. EDISON. Every year hundreds of thousands come to Greenfield Village—attracted by the magnet-like power which draws men to the nobler things of life.

Here, the fertile mind of FORD and the living spirit of EDISON, seem to clasp the visitor in a friendly embrace. As one travels from one building to another, beautiful thoughts are inspired—the thoughts of humility as

*Handicrafts of Old—the almost forgotten handicrafts of the candle-maker, harness-maker, cobbler, smithy and cooper are kept alive in* HENRY FORD'S *Greenfield Village. The illustration is that of a cooper making a stave for a bucket. The bench-vise and drawshave are the same tools as were used in the Colonial times and the shop atmosphere is painstakingly reproduced.*

*Greenfield Village "House of Words"—this structure was the home in which the famous lexicographer,* NOAH WEBSTER, *compiled his dictionary. It stood on the campus of Yale University, in New Haven, from the time it was built in* 1822, *until* 1937, *when it was brought to Greenfield Village and restored to its original condition—a monument to a great benefactor.*

*At the Gate Lodge, the visitor to Greenfield Village in Dearborn, Michigan, steps out of the present and embraces the America of* 100 *years ago. The transformation is immediate, for even the modern mode of transportation is discarded at the gate. Many thousands of visitors, from all corners of the nation, come by motor car, but their modern conveyances must be left outside. Carriages drawn by well-groomed horses are the only vehicles to be seen in the streets of Greenfield Village,* HENRY FORD'S *unique historical reconstructions. Respecting the slumbering glories of a glorious American era, the visitor readily subscribes to the traditional horse and buggy days!*

the way to greatness; struggle as the path to success; courage and sacrifice as the stepping stones to achievement; love and admiration as the price of friendship—a spiritual bouquet, fragrant with the essence of the roses of yesterday and the scent of honeysuckle of to-morrow.

But Mr. Ford has done more, far more, than reconstruct the buildings typical of a by-gone era. He has also created the conditions—the very atmosphere and environment—in which our forefathers lived and worked. He has preserved memories of spiritual, intellectual and social aspects of the period in which the true character of America was formed. In a fast-changing world—a world beset with "leaders" who came by their glory in trampling others—the spirit of Greenfield Village is invigorating and refreshing. It bears the impress of Faith and Hope—a "rose to the living" as well as a "sumptuous wreath to the dead."

The dominant structure is a beautiful Colonial chapel, the Chapel of Martha and Mary, occupying a slight eminence over the village green. This building is named for the mother of Mrs. Ford and Mr. Ford, and the bricks in the building, as well as the door, are from Mrs. Ford's girlhood home.

A shrine to the Great Emancipator, is erected in Greenfield Village—the Logan County Courthouse, where, in the 1840's, a lanky young attorney argued his cases. In a corner stands the chair in which the man of the ages was sitting on the night of his assassination in a Washington theatre. The writer pauses, feeling a sense of awe, as he stands within the walls which knew the presence of the immortal Lincoln. President Hoover, in October, 1929, lighted a fire in the fireplace of the Courthouse and it has been kept burning ever since in tribute to Abraham Lincoln.

# Bequet to Posterity

Other structures, each with their romance and historical significance, are dedicated to the famous Americans: A log cabin, birth place of William Holmes McGuffey, author of famous readers; the "House of Words," home of Noah Webster; of Stephen Foster, beloved composer; Luther Burbank, the plant wizard, and others—including an old-time stern-wheeled steamboat, the *"Suwanee,"* named for the river immortalized by Stephen Foster's song. It floats in a lagoon bearing the name.

However inadequately, the accompanying illustrations and legends somewhat expand the interest and romance of Greenfield Village. But the spirit of the real America is reflected . . . and a real American!

*The origin and development of the steam engine is traced, step by step, in one section of the Museum of the Edison Institute at* Henry Ford's *Greenfield Village. The engine at the right is a reproduction of the "Rocket," the first successful steam locomotive, built in England in 1829. The "evolution of the iron horse" indicates we have come a long, long way!*

*In tracing the development of the American home, Greenfield Village has gone back to old England for its beginnings, and has brought from the Cotswold region a cottage group illustrating the home of our English forefathers in the first half of the Seventeenth Century. The cottage pictured is the Rose Cottage. Its furniture is typical of the simple, sturdy life of the period.*

*The Old Clinton Inn, at Greenfield Village, Dearborn, Michigan, is a typical hostelry of 100 years ago. Originally built on the Great Sauk Indian Trail at Clinton, Michigan, the Inn served as the first over-night stop for stagecoaches traveling between Detroit and Chicago. From horse-hair covered mahogany furniture in the parlor to the imposnig ball room with a spring floor which was once widely celebrated, the entire Inn is fitted out in keeping with the original furnishings. Kettles and cranes hang in the great kitchen fireplace and numberless other enchanting things are to be seen. Preserved to posterity, this structure is not unlike the other buildings in its romance and historical significance.*

*Workshop of a Genius—reconstructed building now stands in Greenfield Village. The room illustrated is on the second floor of* Thomas A. Edison's *Menlo Park laboratory, where the first practical incandescent lamp, the first phonograph and numerous other inventions were developed. Between experiments,* Edison *and his men amused themselves with song at the pipe organ.*

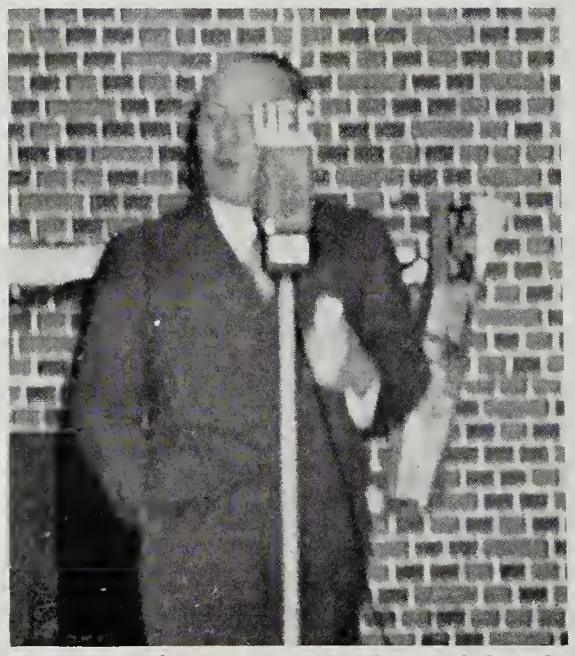
# FIELD FLASHES

H. L. JUNGE *as Master of Ceremonies begins the merriment with a cordial greeting for an old, genial friend of all the good folks who attended.*

SANTA *had more than a few happy surprises for many members of the UEF* FAMILY—*and his principal reward was the beaming smiles of those who, like this young lady, were remembered.*

## Christmas Party at Headquarters

*Executive Vice Pres.* L. C. STOWELL *addressed the gathering in the spirit of genuine welcome and felicitation.*

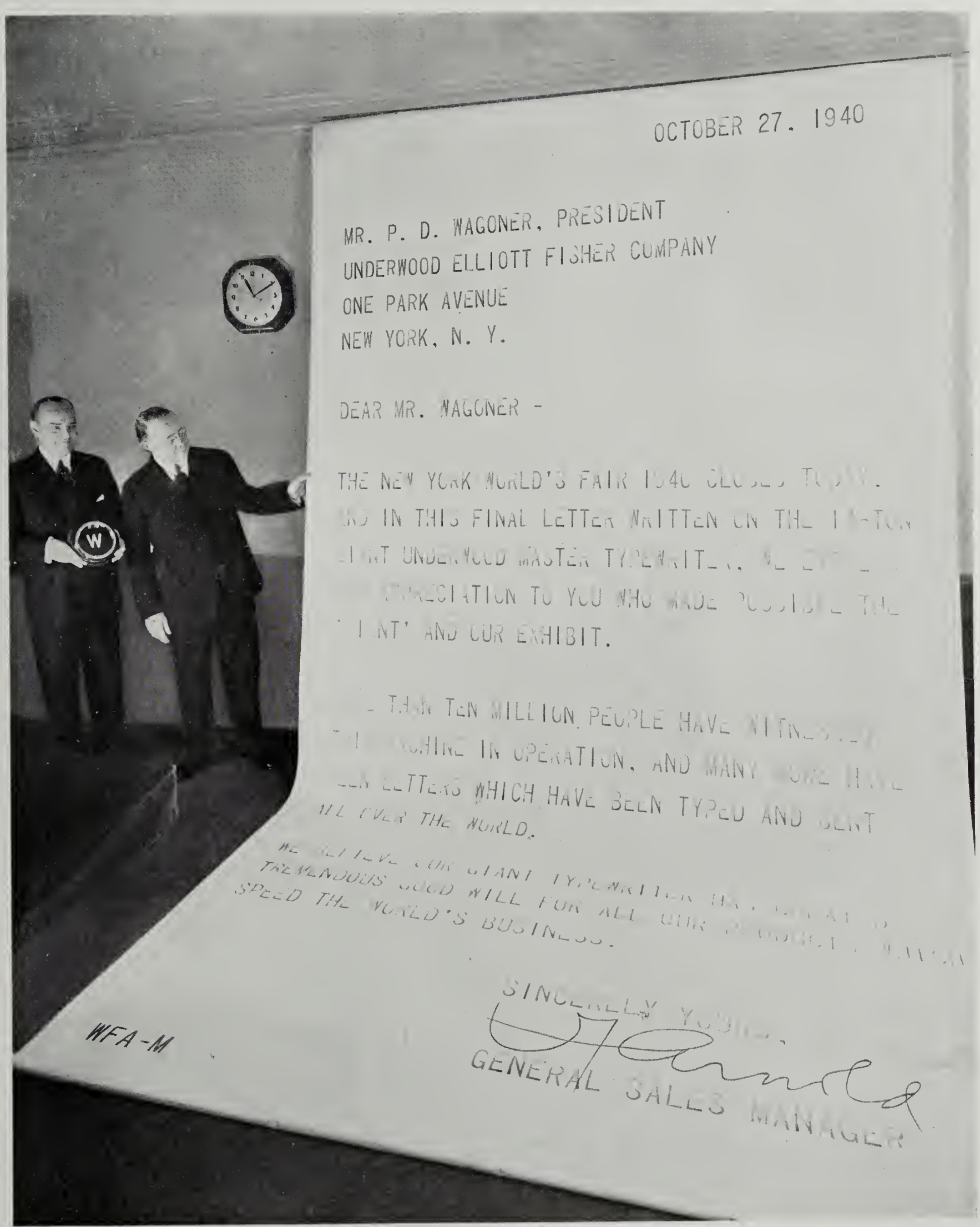


*The jollification was enhanced by the remarks of Vice Pres.* E. A. TREFZGER, *pictured here behind the microphone.*

*Greetings and best wishes for all those at the Christmas Party were extended by* L. E. LENTZ, *Vice President.*

*The "family" was well represented judging from some of the candid shots. This group is all we need show.*

*After the addresses this orchestra enlivened the occasion with dance music in the modern tempo, and vocals, too!*



OCTOBER 27. 1940

MR. P. D. WAGONER, PRESIDENT
UNDERWOOD ELLIOTT FISHER COMPANY
ONE PARK AVENUE
NEW YORK, N. Y.

DEAR MR. WAGONER -

THE NEW YORK WORLD'S FAIR 1940 CLOSES TODAY.
AND IN THIS FINAL LETTER WRITTEN ON THE 14-TON
GIANT UNDERWOOD MASTER TYPEWRITER, WE EXPRESS
OUR APPRECIATION TO YOU WHO MADE POSSIBLE THE
'GIANT' AND OUR EXHIBIT.

MORE THAN TEN MILLION PEOPLE HAVE WITNESSED
THE MACHINE IN OPERATION, AND MANY MORE HAVE
SEEN LETTERS WHICH HAVE BEEN TYPED AND SENT
ALL OVER THE WORLD.

WE BELIEVE OUR GIANT TYPEWRITER HAS CREATED
TREMENDOUS GOOD WILL FOR ALL OUR PRODUCTS, WHICH
SPEED THE WORLD'S BUSINESS.

SINCERELY YOURS,
W. F. ARNOLD
GENERAL SALES MANAGER

WFA-M

PRESIDENT WAGONER *reads the last giant letter produced on the 14-ton Giant Underwood Master Typewriter, addressed to him by General Sales Manager* W. F. ARNOLD—*a most appropriate feature of the conclusion of our exhibit at the New York World's Fair.* MR. ARNOLD *also presented* MR. WAGONER *with the "W" Key Cap from the giant typewriter's Keyboard, as a souvenir. Symbolic of* UNDERWOOD *leadership, the giant typewriter will long be remembered by millions who visited our World's Fair exhibit.*

## A Big "Order"

LIKE the thrill of landing a big order, after long uncertainty, our sales agent at Marshfield, Oregon, MR. FRED W. ZERENNER, is thrilled over landing the Marlin Swordfish illustrated, at Santa Catalina Island, California. To the left of the Marlin is the man who comes through with photographic proof it was really a whopper—148 lbs. of fighting fish in a battle lasting one hour and forty-nine minutes. The *Avalade's* skipper, CAPTAIN GEORGE OLIVER, who gaffed the fish—a he-man job in this weight range—crouches beside the catch, with smiling MRS. ZERENNER who made up the cheer section a'top the upper deck during the battle. MR. ZERENNER'S trophy of the adventure is a three-foot sword—"as keen as a good mechanic's file."

Come on you East Coast fishermen—the *News* dares you to "cross swords" with this intrepid angler from the west.

## Elect Stowell Director

L. C. STOWELL, executive vice president of Underwood Elliott Fisher Company, has been elected to the board of directors of Pitney-Bowes Postage Meter Company, Stamford, Conn. New officers elected by the board include: W. R GREENWOOD, vice-president and general sales manager; JOHN H. PRATT, JR., vice-president and plant manager, and W. F. BERNART, JR., executive assistant to the president.

## Denver, Colorado, in a "Modernized" Quarters

THE glass tile, modernistic front of the exterior of the redesigned Denver office is definitely appealing and impressive, as the illustration above indicates. Unlike many so-called "modernized" offices, the impression value is carried to the interior, where the visitor sees a well planned office arrangement —a rich and pleasing ensemble, with partitions and show cases of Philippine mahogany.

The lighting is the last word in Fluorescent design, contributing to the beauty and efficiency of the offices. In methodical arrangement the various departments are separated—the Cashier's Department, Supply Department, an office for typewriter and adding machine salesmen, the Demonstrating Room, Accounting Machine Department, Service Department, etc. Congratulations to the Men of Denver!

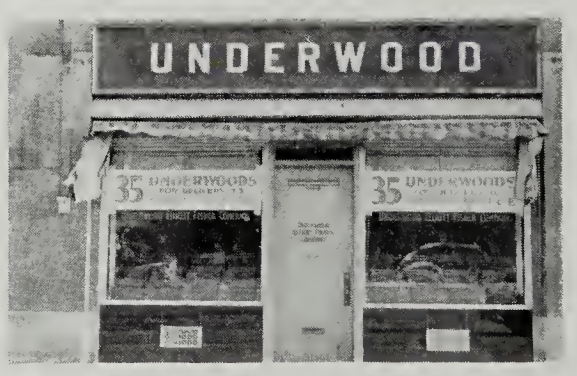
*Compact arrangement of the cashier's office, salesmen's room and bookkeeping department of the Denver quarters.*

*The orderly and attractive front office of the Denver quarters. Note the interesting counter display of UEF supplies.*

## The 1941 National Business Show

WE will be represented, in an attractive exhibit, with the prominent manufacturers of office appliances, February 3rd to 9th—prepared to demonstrate how UEF has geared up to the fast moving tempo of business and the National Defense Program, with the finest lines of writing, figuring, calculating and accounting machines in the history of the company.

The place: Grand Central Palace, New York. The date: February 3rd to 9th. A cordial welcome awaits you.




*Window display of* 35 UNDERWOODS *at Waterloo, Iowa, sub-branch, ready for delivery to* GANES BUSINESS COLLEGE, *an exclusive* UNDERWOOD *account for 33 years. This is the way to spread local interest, the finest kind of "institutional" advertising.*

# Internal Quotes

**Blue-Pencilled Excerpts Culled from Everyday Internal Correspondence. Timely Flashes Preserved from the Obscurity of Buried Treasure**

Model Plan for Posting Housing Authority Tenants' Accounts Receivable Records . . . the management of USHA-aided Projects is confronted with the problem of setting up an adequate accounting routine . . . when you thoroughly understand the operation of the Model Plan, prepare a list of the Housing Authority projects and real estate companies in your territory . . . and arrange to demonstrate the outstanding results which may be secured through the application of our wonderful Class A Sundstrand Accounting Machine.—Alfred Jensen.

" " "

Notice the variety of business houses who have recognized the merits of this inexpensive, versatile Portable Posting, Statement, Adding-Figuring Machine . . . stores, dealers in various merchandise, laundries, transportation companies, manufacturers, banks and schools are only a few . . . the opportunities for sales of Model 8142 machines are unlimited.

—N. D. MacLeod.

" " "

I don't know how many examinations I could have out constantly were I covering a territory. It would depend, of course, a good deal on the size of the territory, and the distances between prospects and the miscellaneous demands on my daily time, but knowing the absolute necessity of placing a substantial number of machines on examination, I would let nothing interfere with that phase of my daily work.

—L. C. Stowell.

" " "

We take pleasure in introducing the Underwood de Luxe Leader Portable, at an American List Price of $39.50. We are sure this machine will receive an enthusiastic reception in the low-priced portable market and, accordingly, we await the pleasure of entering your initial order . . . no further orders can be accepted on the old Leader model portable.—Clyde Jungbluth.

" " "

It was our privilege to sit in at the Chicago meeting which Mr. Mert. Thayer conducted . . . and to hear him talk and demonstrate the features of the New Electric Keyboard Automatic Feed Machine, the machine most commonly sold where Continuous Forms are the logical forms application . . . for jumping around from one spot to another—from heading, to date line, to billing—where registration is important—where there are practically no limits to what you can do—any size form, weight of paper, number of copies, blackouts—the Elliott Fisher with its exclusive Flat Writing Surface . . . and now its Keyboard Electrified . . . is a machine which has everything.

—Lev. Boldenweck, *Educational Topics,* Uarco Messenger, Dec. 1940.

" " "

It is necessary to advise you that for a short time at least, and until further notice, the best shipping date which can be promised you on EK equipment is 90 days after receipt of the order at the factory. In the face of this condition, we urge you to have your customers place their orders as far in advance of requirements as possible. We have been unable to meet the 60-day schedule announced July 10, 1940, because of two conditions: First, the receipt of a tremendous volume of business for this type of equipment and second, that a substantial percentage of this business is for use by the U. S. Government requiring immediate shipment and such orders, of course, take precedence over other orders.—E. R. Baines.

" " "

Thank you for transmitting to us the letter written by the Superintendent of Owasso Public Schools, Mr. Bently Banier. It is a mighty fine testimonial: ". . . how well satisfied we are with our new Margin Justifier Underwood typewriter . . . we are able to put out an excellent school paper . . . even margins, type alignment, etc., . . . we are mighty glad you sold us one of them . . . it is so entirely new and simple for my students to use."

—R. E. Stewart.

" " "

With business materially increased all over the country and with every indication that 1941 will show an even greater increase, many customers are finding it absolutely necessary to replace obsolete equipment to secure finer quality work and increased efficiency . . . we are confident that you will be able to use the early release of the New Typewriter Trade-in Allowance Schedule to considerable advantage.

—James D. Donovan.

• • •

## Your Literature in Action!

(*continued from page* 7) can be expected to accomplish. The rest is up to the salesman. And the salesman who fails to thoroughly analyze every feature of every piece of literature produced for his benefit passes up the opportunity of perfecting and dramatizing his sales approach.

Between the inquiry and the order stands the salesman. What happens when he steps into the presence of his prospect depends, largely, on his knowledge of the fine art of PUTTING HIS LITERATURE TO WORK—and working WITH the literature!

• • •

## Bond Clothes on Times Square

(*continued from page* 6) the store is a show which compares favorably with the other famous attractions which have been seen at 45th and Broadway, Bond's announces that the crowds come to buy as well as to see. The volume of business done in the new store in its first month, breaks all records for a men's clothing store anywhere.

Mr. E. C. Mawley recently sold the Bond Stores in New York City an EK Elliott Fisher Bookkeeping Machine to handle their Accounts Payable. There was also sold to this company seven 8120-P adding machines to handle all detail figure work in the New York office. This brings the total number of machines to approximately 160 throughout the country.

# UNDERWOOD ELLIOTT FISHER

always at the forefront in the office equipment field . . . today stands ready to do its part in the tremendously important defense program by "speeding the world's business" with complete lines of Underwood Typewriters, Underwood Sundstrand Adding Machines, Underwood Elliott Fisher Accounting Machines, UEF Ribbons, Carbon Papers and other Supplies.

Telephone the nearest Underwood Elliott Fisher branch office . . . today . . . a competent representative is always available to give you specific information, applying to your requirements, based on our broad experience with many industries.

**UNDERWOOD ELLIOTT FISHER COMPANY**
**ONE PARK AVENUE** **NEW YORK, N. Y.**

*Sales and Service Everywhere*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